



Attorney Docket No.: 18167-003300US

POWER OF ATTORNEY BY ASSIGNEE

Netcentives, Inc. is the Assignee of the invention entitled: LOW AUTHENTICATION PROMOTION ALGORITHM AND CIRCUIT BREAKER, the specification of which _____ is attached hereto or X was filed on August 11, 2000 as Application Serial No. 09/637,387.

Assignee hereby appoints the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

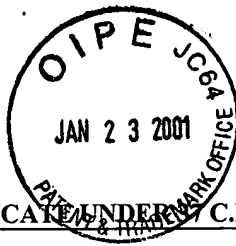
Daniel D. Tagliaferri, Reg. No. 43,178
Philip H. Albert, Reg. No. 35,819
Charles E. Krueger, Reg. No. 30,077

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| Send Correspondence to: Daniel D. Tagliaferri TOWNSEND and TOWNSEND and CREW LLP Two Embarcadero Center, 8th Floor San Francisco, California 94111-3834 | Direct Telephone Calls to: (Name, Reg. No., Telephone No.) Name: Daniel D. Tagliaferri Reg. No.: 43,178 Telephone: 415-576-0200 |
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Netcentives, Inc.

Date: 1/14, 2001

By: [Signature]
(Signature)
Name: Ben F. Longmire
Title: COO and CFO



Attorney Docket No. 018167-003300US

CERTIFICATE UNDER 37 C.F.R. § 3.73(b)

Applicants: Amy Haugen and Kevin Rowney

Application No.: 09/637,387

Filed: August 11, 2000

For: LOW AUTHENTICATION PROMOTION ALGORITHM AND CIRCUIT BREAKER

Netcentives, Inc., a corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

certifies that it is assignee of the patent application identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel _____, Frame(s) _____, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application identified above, to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

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☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 1/14/01

Name: JOHN F LONGINOTTI

Title: COO & CFO

Signature: 